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# Inside Information

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United States Department  
of Agriculture

Office of Information

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## Inside This "INSIDE"

|   | Page |
|---|------|
| U.S. Government Printing Office has New Diskette Copying Service Available .....    | 2    |
| USDA's APHIS has an Opening Available for A Visual Information Specialist .....     | 2    |
| Videoteleconference to Commemorate Cooperative Extension System Anniversary .....   | 2    |
| U.S. Government Printing Office Course Designed for Writers and Editors .....       | 3    |
| USDA's Animal and Plant Health Inspection Service Needs Two Writer-Editors .....    | 3    |
| USDA's APHIS has an Opening for A Supervisory Public Affairs Specialist .....       | 3    |
| USDA's Soil Conservation Service has an Opening for A Writer-Editor .....           | 3    |
| USDA's Soil Conservation Service has Opening for A Public Affairs Specialist .....  | 4    |
| USDA-OI's Video and Teleconference Division Produces Two New Videos .....           | 4    |
| U.S. GPO Stresses Importance of Being Notified of Subscription Item Changes .....   | 4    |
| Alabama Cooperative Extension Service is Seeking A Communications Specialist .....  | 5    |
| Univ. of California's Lawrence Livermore Laboratory Needs Science Writer .....      | 5    |
| USDA's Extension Service Plans Commemorative Issue of "Extension Review" .....      | 5    |
| Univ. of Arizona Cooperative Extension Service Needs Print Media Specialist .....   | 6    |
| Cornell Cooperative Extension Releases Second Edition on Home Fruit Planting .....  | 6    |
| University of Idaho College of Agriculture Seeks Communications Specialist .....    | 6    |
| USDA's Cooperative State Research Service is Conducting "Lisa" Picture Search ..... | 6    |
| USDA's Economic Management Staff is Looking for A "Farmline" Editor .....           | 7    |
| Southern U.S. Trade Association's Updated Marketing Handbook is Available .....     | 7    |
| Exec. Dir., Reporters Committee for Freedom of the Press to be Lunch Speaker .....  | 7    |
| Calendar of Upcoming Communication Events and Training Opportunities .....          | 8    |

**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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**EDITOR'S NOTE:** Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

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## **U.S. GOVERNMENT PRINTING OFFICE HAS NEW DISKETTE COPYING SERVICE AVAILABLE**

The U.S. Government Printing Office (GPO) now offers its federal agency customers a high speed floppy diskette copying service. Four types of diskettes can be copied: (1) 5-1/4" doubled-sided, double density, 48 tracks per inch (tpi), capable of holding 360 kilobytes of data; (2) 5-1/4" double-sided, high density, 96 tpi, capable of holding 1.2 megabytes of data; (3) 3-1/2" single-sided, 135 tpi, having a capacity of 800 kilobytes; and (4) 3-1/2" double-sided, 135 tpi, with a capacity of 1.44 megabytes.

To put capacity figures in perspective: one kilobyte is 1,024 characters; an average typewritten page contains about two kilobytes. One thousand kilobytes equal one megabyte.

GPO's current capabilities cover diskettes formatted for use with the MS-DOS operation system. These are diskettes used on IBM or IBM-compatible personal computers. However, the equipment can be expanded to handle other formats if great enough interest is shown.

Special labeling or packing requirements can be handled and some conversion capabilities are available. The schedule for a normal job, several hundred copy diskettes, is about 3 days from receipt of the order. The service is reasonably priced, with costs depending upon size of the diskettes produced and whether the customer or GPO furnishes blank diskettes.

Orders for floppy diskette copying service should be submitted using a Standard Form 1. For additional information concerning this new service, contact GPO's Electronic Publishing Management Section at 202-275-8099.

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## **USDA'S APHIS HAS AN OPENING AVAILABLE FOR A VISUAL INFORMATION SPECIALIST**

USDA's Animal and Plant Health Inspection Service (APHIS) has an opening for a GS-1084-9/11 visual information specialist in the media services branch of its Legislative and Public Affairs Staff (Announcement No. W-640-89).

Responsibilities include the planning and developing of photo assignments to obtain new photos to meet specific objectives for photojournalism projects and continuing needs the APHIS photo library. Other duties are selecting photos for publications, slide series, and information materials, and maintaining a liaison with USDA's photographic personnel.

Qualifications include 3 years general experience in administrative, professional, technical, or other responsible work that demonstrated the skills and credibility needed in the position.

To be considered, applicants must include an addendum to the SF-171 which specifically addresses their experience and training as it relates to quality ranking factors.

Contact: USDA, APHIS, Field Servicing Office, Washington Personnel Services, Room 1128-S, P.O. Box 96464, Washington, DC 20090-6464. Telephone is 202-382-1364.

Closing date is April 24.

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## **VIDEOTELECONFERENCE TO COMMEMORATE COOPERATIVE EXTENSION SYSTEM ANNIVERSARY**

A national videoteleconference, celebrating the 75th anniversary of the Cooperative Extension System, will be held from 3 to 4:15 p.m., May 8, in the Jefferson Auditorium, USDA South Building.

It will feature live appearances by USDA Secretary Clayton Yeutter and ES Administrator Myron Johnsrud. There will be presentations by state and county Extension staff, a historical perspective, and a look at the future.

Janet Poley, Director, ES Communications, Information, and Technology Staff, will moderate a panel of Extension state and county field staff, with a specific period for call-in questions from state and county field staff.

Different sites around the nation will be downlinking the conference and will have special wrap-around events with it.

The teleconference coincides with open houses across the country to begin the year-long national celebration of looking to Extension's future as it celebrates its rich heritage. The 75th anniversary theme, "Investing in America's Future," is prominent in communications/marketing materials developed by the ES-CIT staff for use nationwide.

USDA information and communications staff in Washington, D.C. are encouraged to attend the videoteleconference.

For more information contact: Judith Bowers at 202-447-4241 (Dialcom E-mail AGS032) or Cathy Selberg at 202-447-6074.

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#### **U.S. GOVERNMENT PRINTING OFFICE COURSE DESIGNED FOR WRITERS AND EDITORS**

The Typography and Design Division in the U.S. Government Printing Office's (GPO) Customer Service Branch is sponsoring its "Editorial Planning for Printing Production" seminar June 5-8.

The session is specifically designed for writers, editors, and editorial assistants (GS-1082, -1083, -1087) from grades 5 through 12. The popular seminar will include how to apply federal printing guidelines to jobs and become familiar with the services and facilities available at GPO.

Nominations for the free class should be submitted in writing with an agency training form to: Superintendent, Typography and Design, Room C846, Stop: CST, U.S. Government Printing Office, 732 North Capitol Street, N.W., Washington, DC 20401.

For more information call: 202-275-2484.

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#### **USDA'S ANIMAL AND PLANT HEALTH INSPECTION SERVICE NEEDS TWO WRITER-EDITORS**

USDA's Animal and Plant Health Inspection Service has opening for two writer-editor position.

Announcement No. W-652-89 is a GS-1082-9/11, to perform a wide variety of writing and editing tasks on environmental analyses and documents, environmental impact statements, environmental assessments, biological assessments, and agency regulatory notices.

Other duties include editing, rewriting, and reviewing material at all stages for quality and compliance with Departmental procedures.

Qualifications include 3 years of progressively responsible general experience which demonstrates the ability to analyze problems to identify significant factors, gather pertinent data, and recognize solutions.

Announcement No. W-653-89 is a GS-1082-12, to prepare editing schedules, make assignments, and direct the work of subordinates. Other duties include establishing editorial procedures, guidelines, and format for scoping materials, summaries, technical reports, impact statements, regulations, and notices.

Qualifications include 1 year of specialized experience in work directly related to the position.

For both positions, contact: USDA, APHIS, Field Servicing Office, Washington Personnel Services, Room 1128-S, P.O. Box 96464, Washington, DC 20090-6464. Telephone is 202-382-1364.

Closing date for both positions is April 24.

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#### **USDA'S APHIS HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST**

USDA's Animal and Plant Health Inspection Service has opening for a GS/GM-1035-12/13 supervisory public affairs specialist. (Announcement No. W-659-89.)

Duties include responsibility for supervising public affairs specialists and writer-editors engaged in developing agency responses to controlled correspondence and other information materials. Other duties are determining response to sensitive matters using research, adherence to agency policy, agency action on related problems, and input from USDA officials.

Qualifications include 1 year of specialized experience which is in or directly related to the position and which has equipped the applicant with the particular knowledge, skills, and abilities to successfully perform the duties of a public affairs specialist.

For more information contact: USDA, APHIS, Field Servicing Office, Washington Personnel Services, Room 1128-S, P.O. Box 96464, Washington, DC 20090-6464. Telephone is 202-382-1364.

Closing date is May 1.

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#### **USDA'S SOIL CONSERVATION SERVICE HAS AN OPENING FOR A WRITER-EDITOR**

USDA's Soil Conservation Service has an opening for a GM-1082-13 writer editor (Announcement No. SCS-89-214), in the publications and printing branch of its Public Information Division.



Duties include initiating, planning, and overseeing national technical and popular publications, determining audience and appropriate series for each publication, determining the most effective method of producing them, and developing a distribution and marketing scheme for each.

Qualifications include 6 years of specialized experience in a related field.

Contact: Chief, Employment Branch, Soil Conservation Service, Room 6218-S, Washington, DC 20250. Telephone is 202-447-2631.

Closing date is May 12.

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## **USDA'S SOIL CONSERVATION SERVICE HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST**

USDA's Soil Conservation Service has an opening for a GS-1035-11/12/13 public affairs specialist (Announcement No. SCS-89-215), in the special projects and campaigns branch of its Public Information Division.

Duties include planning, developing, and implementing comprehensive campaigns to disseminate information about agency programs; and organizing campaigns to bring about timely and coordinated use of facilities and skills within the agency and the USDA.

Qualifications include experience which demonstrates skills in written and oral communications, and interpersonal relations.

Contact: Chief, Employment Branch, Soil Conservation Service, Room 6218-S, Washington, DC 20250. Telephone is 202-447-2631.

Closing date is May 12.

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## **USDA-OI'S VIDEO AND TELECONFERENCE DIVISION PRODUCES TWO NEW VIDEOS**

The Video and Teleconference Division (V&TD) in USDA's Office of Information recently completed production of two videos.

"Pride and Shared Mission," a 20-minute video produced for USDA's Agricultural Marketing Service (AMS), premiered to a packed crowd in USDA's Jefferson Auditorium. This first showing was combined with an AMS employees meeting conducted by AMS Administrator Patrick Boyle.

According to Larry Quinn, V&TD chief, AMS was extremely satisfied with the video which has been well-received.

Quinn said production also was completed on a video for USDA's Soil Conservation Service (SCS), designed to instruct their agency field staff on proper video production techniques. SCS regions will be viewing the tape at their upcoming annual meetings.

V&TD's David Vennell and Garth Clark wrote the script, photographed the scenes, directed the project, and appeared on camera as video experts. They worked with George Holmes and others in SCS' information staff to complete the project.

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## **U.S. GPO STRESSES IMPORTANCE OF BEING NOTIFIED OF SUBSCRIPTION ITEM CHANGES**

The U.S. Government Printing Office stresses that when making changes in the specifications of subscription items sold by the Superintendent of Documents (SuDocs), it is extremely important to notify the proper area within SuDocs. Anything from a decision to change the frequency of issuance to a revision in the overall format of a publication should be passed along as soon as possible.

In the past, agencies have changed a subscription item to a single publication, or have even stopped publishing a subscription item altogether, without notifying SuDocs.

Such decisions can lead not only to confusion on the part of the subscriber, but to substantial costs when SuDocs must issue refunds or handle numerous complaints and questions from its customers.

In addition, decisions to change specifications to enhance the appearance of a publication can mean greater production costs and, therefore, an increased subscription price to cover those costs— another situation in which SuDocs needs prior notification so that the agency can be advised of the consequences before the changes are actually made.

If you are planning to make any changes in the specifications of your subscription items, notify Terry Neal at 202-275-3330 as soon as possible.

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#### **ALABAMA COOPERATIVE EXTENSION SERVICE IS SEEKING A COMMUNICATIONS SPECIALIST**

The Alabama Cooperative Extension Service has an opening in its Information Services Office at Auburn University for a communications specialist—print media.

Major responsibilities include development and writing of news, feature articles, and special reports for targeted and general audiences; developing and maintaining outlets for written communications; assisting in writing and producing newsletters, special reports, and tabloids; providing communications training for print news media; helping plan and coordinate special communications and other general Extension projects; and preparing survey studies and evaluation reports.

Requirements include a doctorate degree with a strong academic background in journalism. Coursework in agriculture, home economics, communications, English, extension education, or closely related areas is preferable; also preferred are candidates with a minimum of three years of writing experience with a newspaper or magazine, or as a college or university print media communications specialist. Experience in use of 35mm or press camera is desirable.

For further information, contact: Christl Doody, Personnel Specialist, 102 Duncan Hall, Auburn University, AL 36849-5615.

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#### **U. OF CALIFORNIA'S LAWRENCE LIVERMORE LABORATORY NEEDS SCIENCE WRITER**

The Lawrence Livermore National Laboratory, operated by the University of California and located 40 miles east of San Francisco, has an immediate opening for an outstanding science writer (principal public information officer).

They are looking for someone with nationally recognized credentials to help present their research efforts to the press. Their research interests cover the entire spectrum of science and engineering—physics, computations, biology, fusion, precision machining, electronics, geology, atmospheric science, the environment, and others.

The salary range is from \$2,916 to \$4,227 per month.

Since the lab's main mission is the design and development of nuclear weapons for national defense, U.S. citizenship is required.

Send resume and writing samples to: Delores Doyle, Professional Staffing, Lawrence Livermore Laboratory, P.O. Box 5510, L-725, Livermore, CA 94550. Telephone is 415-422-1100.

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#### **USDA'S EXTENSION SERVICE PLANS COMMEMORATIVE ISSUE OF "EXTENSION REVIEW"**

The communication, information, and technology staff (CIT) of USDA's Extension Service is planning a 75th Extension Anniversary commemorative issue of "Extension Review."

The 4-color publication will show today's modern Cooperative Extension System, its staff and its clients, as this 75th year unfolds.

Between May 1-10, photographers in locations around the 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, and the Trust Territories will capture high-quality color and black-and-white photos of Extension activities.

Bill Carnahan, ES-USDA retiree, will coordinate the project.

For additional information, contact: Pat Calvert, deputy director, CIT staff, at 202-447-6133. Dialcom E-mail is AGS096.

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**UNIV. OF ARIZONA COOPERATIVE EXTENSION SERVICE NEEDS PRINT MEDIA SPECIALIST**

The University of Arizona Cooperative Extension Service has an opening for a print media specialist to provide leadership in the development and production of communication programs to relate all College of Agriculture activities to Arizonans.

Requirements include an MS in journalism or related field, and 4 years experience in writing, editing, publications, and photography, with non-formal teaching.

Applicants must submit a letter of intent and vita by May 24, and transcript(s) of grades and 3 current reference letters by June 7.

Send all materials to: Donna Powers, Management Services Officer, Cooperative Extension, Forbes 301, University of Arizona, Tucson, AZ 85721.

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**CORNELL COOPERATIVE EXTENSION RELEASES SECOND EDITION ON HOME FRUIT PLANTING**

Cornell Cooperative Extension has published a second edition of "The Home Fruit Planting."

Covered in the 46-page publication are apple, cherry, peach, plum and pear trees, grapes, strawberries, brambles, blueberries, gooseberries, currants, elderberries, and hardy kiwifruit.

The publication discusses climate, site selection, soil preparation, planting plans, pollination, winter protection, and pest control.

"The Home Fruit Planting" (155IB156, \$4.95) is available from: Cornell Cooperative Extension, Distribution, 7 Research Park, Ithaca, NY 14850. The per-copy price covers postage and handling. A free list of all publications on gardening is also available at the above address.

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**UNIVERSITY OF IDAHO COLLEGE OF AGRICULTURE SEEKS COMMUNICATIONS SPECIALIST**

The University of Idaho College of Agriculture has an opening for a communications specialist, to work with faculty in production of electronic media projects. Emphasis is on video production for informational videotapes and television news and feature materials, as well as production assistance and coordination for satellite teleconferencing.

Applicants must work well with minimal supervision and have excellent people skills. This is an exempt non-faculty position located at the University of Idaho Center in Boise.

Requirements are a master's degree in communications or a related field plus two to three years of relevant experience.

Apply to Bill Stellmon, Agricultural Communications Center, University of Idaho, Moscow, ID 83843-4196. Telephone is 208-885-6436.

Closing date is June 15.

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**USDA'S COOPERATIVE STATE RESEARCH SERVICE IS CONDUCTING "LISA" PICTURE SEARCH**

No strong collection of low-input/sustainable agriculture (LISA) photos has ever been assembled. Because of this fact and in response to the many public requests for photos depicting LISA methods, Jane Ross, public affairs specialist with the Cooperative State Research Service (CSRS) is conducting a search nationwide for suitable black and white, 8x10 photos. She is searching for photos to represent actual work underway as a result of the 53 projects funded by FY 1988 Congressional appropriations.

The four LISA regions are located in Lincoln, NE (north central); Burlington, VT (northeast); Athens, GA (southern); and Oakland, CA (western). For each region, Ross is contacting 4 directors of projects. Her goal is to come up with a visual profile of LISA methods across the country.

Because of limited funds, Ross is asking the directors to take the pictures, relying on professional photographers only if the initial pictures are not acceptable.

If you know of sources for good photos representing LISA, contact Jane Ross at 202-447-2929. Dialcom E-mail AGS4163.

Pictures should carry caption and credit line and will have wide use in magazines and newspapers.

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## **USDA'S ECONOMIC MANAGEMENT STAFF IS LOOKING FOR A "FARMLINE" EDITOR**

The Information Division of USDA's Economics Management Staff is looking for a writer-editor to work as editor (GS-12) or assistant editor (GS-11) of FARMLINE magazine.

The monthly publication of the Economic Research Service presents economics research results in popular form for a varied audience.

Experience in managing a magazine and in handling technical material is needed.

Contact: Jack Harrison, EMS-ID, Room 228, 1301 New York Avenue, N.W., Washington, DC 20005. Telephone is 202-786-1494.

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## **SOUTHERN U.S. TRADE ASSOCIATION'S UPDATED MARKETING HANDBOOK IS AVAILABLE**

An "International Marketing Handbook" is available from the Southern U.S. Trade Association (SUSTA).

The handbook, popular within the food and agricultural product community, furnishes the novice, as well as seasoned exporters, with valuable suggestions, contacts, and information concerning the international sale of food and agricultural products. It highlights the roles and responsibilities of the international banker, freight forwarder, steamship agent, and maritime insurance agent in the international food trade.

The handbook also lists federal and state agencies, along with the names and addresses of institutions that offer assistance or publication within the food export trade. Many of these publications are available at no cost. A listing of foreign trade definitions is also included.

The updated version of the handbook can be obtained by writing: SUSTA, World Trade Center, Suite 346, New Orleans, LA 70130-1580. The cost, including postage and handling, is \$13.00, payable to Southern U.S. Trade Association by check or money order.

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## **EXEC. DIR., REPORTERS COMMITTEE FOR FREEDOM OF THE PRESS TO BE LUNCH SPEAKER**

Jane Kirtley, Executive Director, Reporters Committee for Freedom of the Press will be the May 18 lunch speaker at the Agricultural Communicators in Education (ACE) and Office of Information (OI) 12th Annual Spring Workshop.

A general session, "Update on International Trade/Economic Development," will be moderated by Ed Lachica, WALL STREET JOURNAL reporter. Panelists at this session will include Gerhard Gloy, Ag Counselor, Embassy of the Federal Republic of Germany; Jong-Yong Kim, Ag Attache, Embassy of Korea; and Nikolay Pervov, Attache for Ag Affairs, Embassy of the Union of Soviet Socialist Republics. Topics will include agricultural and economic development projects between the United States and their respective countries and regions; new trade policies and practices; scientific exchanges and research programs which will benefit farmers and ag students; and other key agricultural issues.

Breakout sessions will include "Putting Visual Aids to Work for You," moderated by Russell Forte, and "Avoiding Doublespeak," with Lee Gray of Lee Gray & Associates— consultants in consumer communications and plain English.

A different twist will be taken with a "roundtable" general session. This will consist of at least 10 different segments, including desktop publishing, communicating with non-literate audiences, compact disks, software programs, teleconferencing, readership surveys, and others. Conferees will select 3 segments and spend about 15 to 20 minutes in each one.

Topping off the conference will be a choice of a tour of the National Arboretum, or a reception and presentation at the Russian Embassy.

The ACE-OI Spring Conference will be held May 18-19 at the Washington Plaza Hotel in Washington, DC. Registration fee is \$75.00 for the 2-day conference.

For further information or registration forms, contact: Denver Browning, USDA-OI, Room 536-A, Washington, DC 20250. Telephone is 202-447-2058, or Dialcom E-mail AGR209.

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## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

May 5-7:

NORTHEAST REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING  
Ann Arbor, Michigan  
Contact: Bob Driscoll, WPZA, Milan, MI, 313-439-1522

May 7-12:

AGRICULTURAL EDITORS PHOTO SCHOOL (American Ag Editors Assoc. & MO Univ.)  
University of Missouri, Columbia, Missouri  
Contact: Duane Dailey, Univ. of Missouri, 314-882-3296

May 9-11:

10th ANNUAL NATIONAL ONLINE MEETING  
Sheraton Centre Hotel, New York, New York  
Contact: Learned Information Inc., 609-654-6266

May 14-17:

INTERNATIONAL TECHNICAL COMMUNICATION CONFERENCE  
Chicago, Illinois  
Contact: Carol Jean Carlson, 312-761-3476

May 18-19:

D.C. REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP  
Washington Plaza Hotel, Washington, DC  
Contact: Denver Browning, 202-447-2058

May 20-24:

EXTENSION TECHNOLOGY CONFERENCE  
Minneapolis, Minnesota  
Contact: Pat Kovel-Jarboe, 612-624-3616

June 1-4:

NORTHEAST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP  
Sonesta Hotel, Portland, Maine  
Contact: Doris Crowley, Univ. of Delaware, 302-451-1125

June 4-6:

ANNUAL "AG IN THE CLASSROOM" CONFERENCE & WORKSHOPS  
Holiday Inn Crowne Plaza, Arlington, Virginia  
Contact: Shirley Traxler, USDA, 202-447-5727

June 4-7:

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS ANNUAL CONFERENCE  
New Orleans, Louisiana  
Contact: George LaBar, 16 California St., #205, San Francisco, CA 94111

June 6-9:

37TH ANNUAL TECHNICAL WRITERS' INSTITUTE  
Rensselaer Polytechnic Institute, Troy, New York  
Contact: Office of Continuing Education, RPI, 518-276-8351

June 29-July 1:

NORTH CENTRAL REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS MEETING  
Sioux City, Iowa  
Contact: Randy Rasmussen, KMNS, Sioux City, IA, 712-258-0628

July 16-19:

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING  
Marriott Hotel, Portland, Oregon  
Theme: "Northwest Passage: ACE 89"  
Contact: Gwil Evans, 503-754-3311

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